

PMI-T: Strategic Partnerships

This document is a guide to building strategic partnerships between PMI-Tucson (PMI-T) and the local Tucson community, plus how to initiate and sustain the relationship. These partnerships include corporate or government partners, professional partners, ambassadors, and non-profit organizations. The local Tucson community includes PMs such as Project Coordinators, Project Managers, Program Managers, Portfolio Managers and PMO Leaders.

Strategic Partner Benefits

By hosting, joining or sponsoring PMI-T events, strategic partners enjoy a set of perks that typically include the following:

Corporate or Government Partner: *company employees benefit from the PMI-T partnership – high value, low-cost learning, plus connecting, networking, and sharing. Companies can designate an “Ambassador” and/or multiple individuals to represent the company.*

- Access to PM community and PMCoP - - +700 individuals, ~600 of which are PMI-T members.
- Improve and streamline the flow of information between PMI-T and local companies in the Tucson area.
- Brand awareness on PMI-T website.
 - The company logo posted to PMI-T website; after permission received from partner.
- Support professional development of company PMs – project, program, and portfolio knowledge.
- Strengthen knowledge related to leadership, organizational change and PMO best practices plus different ways of working.
- Develop and strengthen common PM skills and speak the same language.
- Provides networking and learning opportunities to solve common challenges.
- Stay aware of trends and innovative PM solutions.
- Demonstrate commitment to the local project management community.
- Build community within their local environment.
- Receive high value, low-cost learning, and skill development solutions.
- Support local Tucson community through engagement.

Professional Partner or Non-profit Organization: *potentially benefits financially from PMI-T partnership – generate leads for possible future gain.*

- Access to PM community - - +700 individuals, ~600 of which are PMI-T members.
- Event advertising, and social media coverage.
 - Member Announcement: Sponsor name and logo included with event announcement to members monthly and weekly, plus PMI-T Newsletter communications leading up to the event; after permission received from partner.
 - Meet-up Groups: event communication shared with PMI-T Study Group and Tucson Technical Networking (formally Geek Meet).
 - Targeted Announcement: send specific event announcement to members with Sponsored By.
- Brand awareness on PMI-T website – dependent on sponsor level, refer to Strategic Partner Program.
 - Gold Sponsors: company logo posted to PMI-T website; after permission received from partner.
- Increased brand exposure through the event itself; direct contact with an audience full of relatively warm leads.
- In-event speaking opportunities that help boost brand equity.
 - Event must meet PDU requirements to qualify – minimum of 30 minutes to include speaking about learning topic – 1-Introduction, 2-Knowledge Sharing, 3-Demo Product.
- Showcase new products or service or book topics.
- Receive feedback data from the event participants.

What is an ambassador?

An **“Ambassador”** provides opportunities for companies and individuals to partner with PMI-T to expand engagement with the PM community and function as your organization’s voice. You can bring in ideas, share experiences, and become an inherent part of the PM community on behalf of your organization.

This strategic partnership allows you to help improve and streamline the flow of information between PMI-T and the companies in the Tucson area and allow those organizations to help contribute to the success of the chapter.

Companies can designate an “Ambassador” and/or multiple individuals to represent the company.

Location: Hybrid, encouraged to participate in virtual and in-person events to engage with members and partners.

Time Commitment: 2-4 hours per month

Reach to the VP Community Outreach for more details.

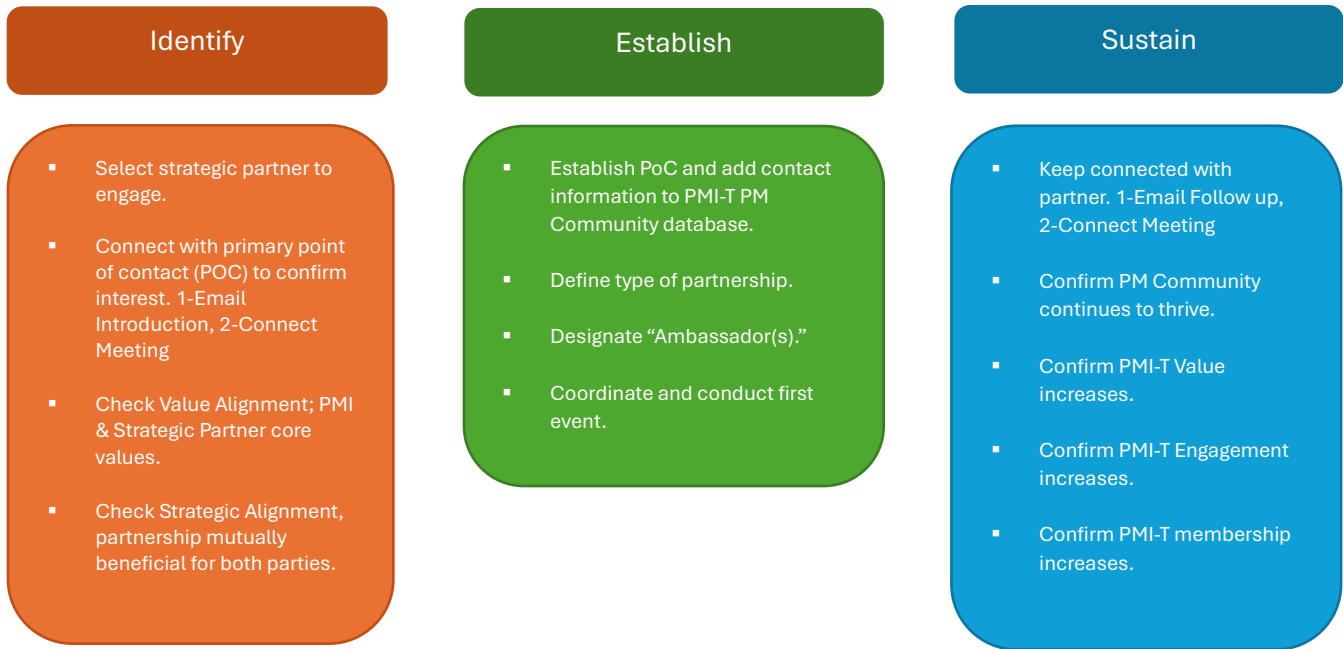
Strategic Partner Program

What does a successful strategic partnership look like with PMI-T?

- Designate “ambassadors” to represent the company.
- Provide space to host an event.
- Host an event; actively engaged w/PMI-T in coordinating and executing the event.
- Sponsor an event – pay for 100% or XX% of costs.
- Offer resources to expand PMI-T services or increase engagement with local PMI-T PM community or provide a job placement opportunity for the PMI-T PM Community.
- Generate revenue for the local chapter.

Bronze	Individual ambassadors actively engaged in chapter events.	Happy Hour, Dinners, etc.
	Event Sponsor: pay % of total costs	
Silver	Event Sponsor: pay 100% of total costs or provide space to host an event.	
Gold	Event Sponsor: host an event or sponsor multiple events or sponsor a special event	PDD, PM Day
	Strategic Partner <i>(Ambassador)</i>	Offer resources to expand PMI-T services, increase PMI-T PM community engagement, or provide a job placement opportunity for the PMI-T PM community.
Diamond	Revenue Generator	Generate revenue for the local chapter

Strategic Partner Program Process



PMI-T Member Benefits

<https://pmi-tucson.org/member-benefits>

Type	Basic		All-in	
	Cost	PDU's	Cost	PDU's
PMI Global Dues (annual)	\$159	N/A	\$159	N/A
PMI Tucson Dues (annual)	\$30	N/A	\$30	N/A
Professional Development Day	\$100	4-8	\$100	4-8
Dinners w/free training -- 11 @ \$25			\$275	11
Breakfast w/free training -- 11 @ \$5			\$60	12
Holiday Dinner			\$35	1
Annual Cost	\$289	4-8	\$659	28-32
	Access to content and kept informed		High value, low-cost learning	

PMI-T Benefits

Corporate or Government Partner:

- Broaden PMI-T community of PMs.
- Increased engagement from current or potentially new members.
- Sustain or increase membership by demonstrating high value for low cost to participating members - - Connecting, Networking, Sharing, and Learning opportunities for the PM community.
- All event costs or a portion of costs covered by sponsor or ambassador; lessen impact to PMI-T budget.
- Social impact by making a difference in our community and one step closer to changing the world.

Professional Partner or Non-Profit Organization:

- Attend events individually to network and share PMI info – expect no costs.
- Attending some events as a chapter – may require funds.
- Joint meetings. Host a meeting/event. Sponsor an event.
- Utilize member directory to target organizations for potential members, speakers, strategic partners, etc.
- Leverage social media opportunities.